

First Impressions – Trade Show Preparation

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Defence Teaming Centre

Connecting • Developing • Advocating

Agenda

- Preparing for a tradeshow
- Value Proposition
- Making the first impression a good impression
- Securing the connection and establishing a relationship
- Overseas trade visits and delegations

Preparing for a tradeshow

- Attendance as a general attendee; or
- Decision to have a stand

- Maximising your investment:
 - Establish goals for your attendance
 - Identify your target market
 - Analyse your target market
 - Know your place in the supply chain
 - Know your customer

Value Proposition

- Highlights to a customer how your organisation is a “**problem solution**” fit for their business
- Defines the products and services being offered to customers
- It describes how your products/services will alleviate your customer’s pains
- Describe how your product/service creates value for your customer

Value Proposition

➤ **Activity:**

- 1) *Define the products and services offered to customers*
- 2) *Identify your customer's pain points*
- 3) *Describe how your products/services will alleviate your customer's pains*
- 4) *Describe how your product/service creates gains for your customer*
 - *i.e. what benefits and outcomes will your products/services provide*

Making the First Impression a Good Impression

- Know your show objectives
- Consistent branding and communication
- Promote your presence
- Record your interactions and business leads
- Be prepared

Elevator Pitch

- Needs to be:
 - Interesting
 - Memorable; and
 - Succinct

Elevator Pitch

1. Get their attention and interest:
 - Smile
 - Invite them to converse
2. Identify the nature of your products/services which will be of most interest to them
 - Tailor your response to the audience
3. Explain the benefit that comes from working with you

Elevator Pitch – Attention Grabbing

➤ In summary:

Question – Invite & engage:

- “Do you know that.....”

Description:

- “What I do is.....”

Benefit:

- “So that.....”

Attention Grabbing Example - DTC

- “Have you ever wished you could find the right people to talk to in defence supply chains to sell your products and services?”
- “The DTC connects members to opportunities in the defence market using Defence experienced professional staff and we develop our members to remain competitive and relevant to Defence”
- “We bring industry together and facilitate introductions to connect. Our members belong to a community that has a voice at the state and federal levels, irrespective of whether they are a micro business, SME or a defence prime.”

Elevator Pitch – Credibility

- Identify your authority
- Reinforce how strongly you know and understand your customer's pain
- Highlight the ease and value of your product/service

Credibility Example - DTC

- As an experienced defence supply chain professional I talk to hundreds of representatives from across defence industry, looking for opportunities for our members to do business and grow in the defence sector. I make the connection to defence opportunities for members easier by leveraging from connections and telling members exactly where to start.

Elevator Pitch - Generic

- Introduce yourself and role
- What does your company do
- What is your value proposition
- How does this differ to your competition
- What are your primary competitive points of difference
- Call to action

Generic Example - DTC

- My name is Audra McCarthy, Executive Director Industry Development of the Defence Teaming Centre
- My organisation provides support, development and advocacy services to organisations engaged in defence supply chains
- We connect businesses through physical introductions and advocate on their behalf on defence industry related policy
- Our staff are dedicated professionals paid for by members for members, which is how we differ to other defence related industry associations
- Are you finding it difficult to enter the defence market and want to be introduced to the right people?

Delivery Tips

- Don't speak too fast
- Don't ramble
- Don't speak in monotone

- Do:
 - Smile
 - Engage
 - Adjust your language and words to suit your audience – be flexible

Activity

Attention Grabbing:

- Question – Invite & engage:
 - “Do you know that.....”
- Description:
 - “What I do is.....”
- Benefit:
 - “So that.....”

Credibility:

- Identify your authority
- Reinforce your knowledge and understanding
- Highlight the ease and value of your product/service

Generic:

- Introduce yourself
- What does your Company do
- How do you differ to your competition
- What are your primary competitive points
- Call to action

Securing the Connection & Establishing a Relationship

- At the completion of the show – follow-up all leads
- Continue to touch base with contacts to grow relationships
- Record the number of leads that develop in to meaningful relationships

International Trade Delegations

- Customs and traditions
- Language translation – be wary of Google Translate:

<p>My aunty is a lovely lady</p> <p>25/5000</p>	<p>私のおばあさんは素敵な女性です</p> <p>Suggest an edit</p>
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<p>私のおばあさんは素敵な女性です</p> <p>15/5000</p>	<p>My grandmother is a nice woman</p> <p>Suggest an edit</p>
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International Trade Delegations

- Behaviour – You are not only representing your business, you are representing your industry and country.

Summary

- Preparing for a tradeshow:
 - Establish your objectives
 - Be prepared
 - Prepare your team
- Value Proposition:
 - How is your product/service a problem solution
- Making the first impression a good impression
 - Smile, engage
 - Consistent branding
- Securing the connection and establishing a relationship
 - Post tradeshow follow-up



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